This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A <u>computer-implemented</u> method
2 comprising:
3   a) accepting, <u>by a computer system including one or</u>
4   <u>more computers on a network,</u> ad document information
5   <u>including ad content from an ad server;</u>
6   b) using, <u>by the computer system,</u> at least <u>one</u> of
7   terms, concepts and categories from the content of the
8   ad document information to determine <u>relevant</u> content,
9   <u>from a content server,</u> in addition to content of the
10   ad document, <u>wherein the determined relevant content</u>
11   <u>is one of (A) a news story, (B) a review, (C) a search</u>
12   <u>query, and (D) a user group message;</u> and
13   c) combining, <u>by the computer system,</u> at least a
14   portion of content of the ad document, <u>from the ad</u>
15   <u>server,</u> and at least a portion of the determined
16   <u>relevant</u> content, <u>from the content server,</u> for
17   presentation to a user together with page content,
18   wherein the ad document is at least one ad, and
19   wherein the page content is not directly used to
20 determine the determined <u>relevant</u> content.

1 Claim 2 (currently amended): The <u>computer-implemented</u>
2 method of claim 1 wherein the at least one ad is for a
3 product and wherein the determined content is a review for
4 the product.

1 Claim 3 (currently amended): The <u>computer-implemented</u>
2 method of claim 1 wherein the at least one ad is for a

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3 service and wherein the determined content is a review for
4 the service.

1 Claim 4 (currently amended): The computer-implemented
2 method of claim 1 wherein the at least one ad is for a
3 product or service and wherein the determined content is a
4 news story about the product or service.

1 Claim 5 (currently amended): The computer-implemented
2 method of claim 1 wherein the determined content is a
3 search query related to the document.

1 Claim 6 (currently amended): The computer-implemented
2 method of claim 1 wherein the determined content is a
3 message from a user group.

1 Claim 7 (currently amended): A computer-implemented method
2 comprising:
3   a) accepting, by a computer system including one or
4   more computers on a network, document content
5   information;
6   b) using, by the computer system, at least one of
7   terms, concepts and categories of the document content
8   information to determine relevant content in addition
9   to content of the document, wherein the determined
10   relevant content is one of (A) a news story, (B) a
11   review, (C) a search query, and (D) a user group
12   message;
13   c) using, by the computer system, the determined
14   relevant content, determining further content, wherein
15   the further determined content is at least one ad,

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16 received from an ad server, relevant to the determined
17 relevant content; and
18 d) combining, by the computer system, at least a
19 portion of content of the document, at least a portion
20 of the determined relevant content, and at least a
21 portion of the determined further content for
22 presentation to a user.

Claim 8 (canceled)

1 Claim 9 (currently amended): Apparatus comprising:
2 a) at least one processor; and
3 b) at least one storage device storing
4 processor-executable instructions which, when executed
5 by the at least one processor, perform a method
6 including
7   1) [[a) an input for]] accepting ad document
8   information including ad content from an ad
9   server, [[;]]
10   2) [[b) means for]] determining relevant
11   content, from a content server, in addition to
12   content of the ad document using at least one of
13   terms, concepts and categories from the content
14   of the ad document information, wherein the
15   determined relevant content is one of (A) a news
16   story, (B) a review, (C) a search query, and (D)
17   a user group message, [[;]] and
18   3) [[c) means for]] combining at least a portion
19   of content of the ad document, from the ad
20   server, and at least a portion of the determined
21   relevant content, from the content server, for

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22   presentation to a user together with page

23   content,

24   wherein the ad document is at least one ad,

25   and

26   wherein the page content is not directly

27   used to determine the determined <u>relevant</u> content.

1   Claim 10 (original): The apparatus of claim 9 wherein the

2   at least one ad is for a product and wherein the determined

3   content is a review for the product.

1   Claim 11 (original): The apparatus of claim 9 wherein the

2   at least one ad is for a service and wherein the determined

3   content is a review for the service.

1   Claim 12 (original): The apparatus of claim 9 wherein the

2   at least one ad is for a product or service and wherein the

3   determined content is a news story about the product or

4   service.

1   Claim 13 (original): The apparatus of claim 9 wherein the

2   determined content is a search query related to the

3   document.

1   Claim 14 (original): The apparatus of claim 9 wherein the

2   determined content is a message from a user group.

1   Claim 15 (currently amended): Apparatus comprising:

2   <u>a) at least one processor; and</u>

3   <u>b) at least one storage device storing</u>

4   <u>processor-executable instructions which, when executed</u>

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5   by the at least one processor, perform a method

6   including

7   1) [[a) an input for]] accepting document

8   content information. [[;]]

9   2) [[b) means for]] determining relevant content

10   in addition to content of the document using at

11   least one of terms, concepts and categories of

12   the document content information, wherein the

13   determined relevant content is one of (A) a news

14   story, (B) a review, (C) a search query, and (D)

15   a user group message, [[;]]

16   3) [[c) means for]] determining further content

17   using the determined relevant content, wherein

18   the further determined content is at least one

19   ad, received from an ad server, relevant to the

20   determined relevant content, [[;]] and

21   4) [[d) means for]] combining at least a portion

22   of content of the document, at least a portion of

23   the determined content, and at least a portion of

24   the determined further content for presentation

25   to a user.

Claim 16 (canceled)

1   Claim 17 (currently amended): The computer-implemented

2   method of claim 2, wherein the acts of (b) using at least

3   one of terms, concepts and categories from the content of

4   the ad document information to determine relevant content

5   in addition to content of the ad document, and (c)

6   combining at least a portion of content of the ad document

7   and at least a portion of the determined content for

8   presentation to a user together with page content, are

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9   performed automatically by a machine executing
10 machine-executable instructions.

1   Claim 18 (currently amended): The computer-implemented
2   method of claim 3, wherein the acts of (b) using at least
3   one of terms, concepts and categories from the content of
4   the ad document information to determine relevant content
5   in addition to content of the ad document, and (c)
6   combining at least a portion of content of the ad document
7   and at least a portion of the determined content for
8   presentation to a user together with page content, are
9   performed automatically by a machine executing
10 machine-executable instructions.

1   Claim 19 (currently amended): The computer-implemented
2   method of claim 4, wherein the acts of (b) using at least
3   one of terms, concepts and categories from the content of
4   the ad document information to determine relevant content
5   in addition to content of the ad document, and (c)
6   combining at least a portion of content of the ad document
7   and at least a portion of the determined content for
8   presentation to a user together with page content, are
9   performed automatically by a machine executing
10 machine-executable instructions.

1   Claim 20 (currently amended): The computer-implemented
2   method of claim 7, wherein the acts of (b) using at least
3   one of terms, concepts and categories of the document
4   content information to determine relevant content in
5   addition to content of the document, (c) using the
6   determined relevant content, determining further content,
7   and (d) combining at least a portion of content of the

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8   document, at least a portion of the determined content,

9   and at least a portion of the determined further content

10   for presentation to a user, are performed automatically

11   by a machine executing machine-executable instructions.

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